

LOCATION: The Post Shop Ltd, 14 Vivian Avenue, London, NW4 3YB
REFERENCE: H/03469/12 **Received:** 11 September 2012
Accepted: 12 September 2012
WARD(S): West Hendon **Expiry:** 07 November 2012
Final Revisions:

APPLICANT: Tesco Stores Ltd
PROPOSAL: Installation of a new shopfront.

RECOMMENDATION: Approve Subject to Conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: 10859-204, 10859-203, 10859-201, 10859-202, 10859-211, 10859-212 Rev A and Planning, Design and Access Statement.

Reason:

For the avoidance of doubt and in the interests of proper planning.

- 2 This development must be begun within three years from the date of this permission.

Reason:

To comply with Section 51 of the Planning and Compulsory Purchase Act, 2004.

INFORMATIVE(S):

- 1 The reasons for this grant of planning permission or other planning related decision are as follows: -

i) The proposed development accords with strategic planning guidance and policies as set out in The Mayor's London Plan: July 2011 and the Adopted Barnet Core Strategy (Adopted) 2012 and Development Management Plan (Adopted) 2012 .

In particular the following policies are relevant:

Core Strategy (Adopted) 2012 policies: CS NPPF, CS1, CS5.

Development Management Policies (Adopted) 2012: DM01.

ii) The proposal is acceptable for the following reason(s): -

The proposal is acceptable for the following reason: - Having taken all material considerations into account, it is considered that the proposal would comply with the Council's policies and guidelines and would not cause unacceptable harm to the existing building, the street scene or the amenities of any neighbouring property.

1. MATERIAL CONSIDERATIONS

National Planning Policy Framework

The determination of planning applications is made mindful of Central Government advice and the Local Plan for the area. It is recognised that Local Planning Authorities must determine applications in accordance with the statutory Development Plan, unless material considerations indicate otherwise, and that the planning system does not exist to protect the private interests of one person against another.

The 'National Planning Policy Framework' (NPPF) was published on 27 March 2012. This is a key part of the Government's reforms to make the planning system less complex and more accessible, and to promote sustainable growth.

The London Plan is recognised in the NPPF as part of the development plan.

The NPPF states that "good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people."

NPPF retains presumption in favour of sustainable development. This applies unless any adverse impacts of a development would "significantly and demonstrably" outweigh the benefits.

The Mayor's London Plan July 2011:

The London Development Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. It forms part of the development plan for Greater London.

The London Plan provides a unified framework for strategies that are designed to ensure that all Londoners benefit from sustainable improvements to their quality of life.

Design Guidance Note No 10 – Shopfronts

This Guidance Note advises on designing shopfronts. The principles and guidelines set out below will be used when the council assesses planning applications. The main purpose of a shopfront is to display goods on sale. Shopfronts help to project the image of a shop. A well designed shopfront constructed of quality materials will project a good image and enhance the display of items on sale. Shopfronts have a vital role to play in our shopping centres. They are obvious to the observer because they are at the pedestrian level. They can help to attract shoppers and contribute to the health of a shopping centre. Inappropriate and ill-designed shopfronts can downgrade a shopping centre. An attractive centre is more likely to be a profitable shopping centre. Historically shopfronts were designed as an integral part of a building. They tended to display the basic and timeless lessons of good design, being well proportioned and detailed. They had rich decoration to add interest. The character and quality of an area is easily eroded by this type of poor, careless and unsympathetic alteration. There is no reason why a modern shopfront cannot be attractive and relate properly to the design of the building which it fronts. By putting careful thought into the design and choosing appropriate materials, a modern design of shopfront can enhance the shop and the street, while at the same time achieving the type of display necessary in today's competitive retail world. This advice aims to set down a number of principles of good design to enable local retailers, when the opportunity arises, to

improve the image of their shops and thereby the quality of the shopping parade or centre generally. The Council and local retailers need to work together to ensure that our shopping centres attract shoppers. This design guidance is intended to help achieve this. Before choosing a shopfront design, you should consider the context that the shopfront will be set in and the detailed design. Each shopfront should be designed as a whole and not merely as an assembly of separate elements.

Sustainable Design and Construction SPD

The Council has also adopted (June 2007), following public consultation, a Supplementary Planning Document "Sustainable Design and Construction". The SPD provides detailed guidance that supplements policies in the Unitary Development Plan, and sets out how sustainable development will be delivered in Barnet. Part 6 of the SPD relates to generic environmental requirements to ensure that new development within Barnet meets sufficiently high environmental and design standards.

Barnet's Local Plan

Barnet's Local Plan is made up of a suite of documents including the Core Strategy and Development Management Policies Development Plan Documents (DPD).

Core Strategy (Adopted) 2012:

The Core Strategy was adopted by the Council on September 11 2012. The Core Strategy sits at the heart of the Local Plan. It sets out where, when and how change will take place, providing a shared vision of what Barnet will be like as a place in 2026.

Relevant Core Strategy Policies: CS NPPF, CS1, CS5.

Development Management Policies (Adopted) 2012:

The Development Management Policies document provides the borough wide planning policies that implement the Core Strategy. These policies are used for day-to-day decision making.

Relevant Development Management Policies (Adopted) 2012: DM01, DM02.

Relevant Planning History:

Site history for current landparcel :

152531 - The Post Shop Ltd, 14 Vivian Avenue, London, NW4 3YB

Case Reference: **H/03469/12**

Application:	Planning	Number:	W/09702/C/99
Validated:	19/10/1999	Type:	S63
Status:	DEC	Date:	20/12/1999
Summary:	AP	Case Officer:	Junior C. Moka
Description:	Retention of single storey flat roofed extension at rear of the retail shop.		

Planning applications picked up in spatial search

Site Address: 16 Vivian Avenue LONDON NW4
Application Number: W09702
Application Type: Full Application
Decision: Approve with conditions
Decision Date: 25/06/1991
Appeal Decision: No Appeal Decision Applies
Appeal Decision Date: No Appeal Decision Date exists
Proposal: **Change of use from shop (Class A1) to Restaurant (Class A3)**
Case Officer:

Site Address: 16 Vivian Avenue LONDON NW4
Application Number: W09702B
Application Type: Section 192
Decision: Unlawful Development
Decision Date: 17/08/1994
Appeal Decision: No Appeal Decision Applies
Appeal Decision Date: No Appeal Decision Date exists
Proposal: **New shopfront as an extension to that existing at No. 14.**
Case Officer:

Site Address: 14 Vivian Avenue LONDON NW4
Application Number: W09527A
Application Type: Outline Application
Decision: Approve with conditions
Decision Date: 07/11/1990
Appeal Decision: No Appeal Decision Applies
Appeal Decision Date: No Appeal Decision Date exists
Proposal: **New shop front.**
Case Officer:

Consultations and Views Expressed:

Neighbours Consulted: 82 Replies: 0
Neighbours Wishing To Speak 0

The objections raised may be summarised as follows:

One general petition was received, objecting to the presence of Tesco generally.

101 signatures were collected. However, only 39 are valid as they have been accompanied by an address.

Internal /Other Consultations:

None

2. PLANNING APPRAISAL

Site Description and Surroundings:

The application site is a shop unit which is located on the corner of Vivian Avenue and Alderton Crescent. The site is located within the primary retail frontage of Hendon Central Town Centre.

Proposal:

The applicant wishes to install a new shopfront whilst retaining as much of the existing facade as possible. The main change will be the implementation of automatic double sliding doors to the centre of the left hand section of the frontage facing Vivian Avenue. The existing front elevation is comprised of two large glass panels and a large set of double sliding doors. The proposal will see a reduction in the size of the double sliding doors and an extra glazed panel to the right of them. The shopfront on the side elevation will remain largely unchanged.

Planning Considerations:

The main considerations are the impacts on the property, the surrounding area and on any neighbouring properties.

The changes to the existing shopfront, include reducing the size of the doors on the front elevation and as a result the inclusion of an extra panel of glazing to the shopfront. It is considered that the proposed changes are relatively minor and given the wide variety of shopfronts along the Hendon Central town centre the proposal would be acceptable in planning terms.

It is considered that the application will not give rise to any loss of amenity to any neighbouring property, or harm the appearance of the building, the surrounding area and the character of the street scene.

3. COMMENTS ON GROUNDS OF OBJECTIONS

A petition was received objecting to the presence of Tesco in the town centre.

4. EQUALITIES AND DIVERSITY ISSUES

The proposals do not conflict with either Barnet Council's Equalities Policy or the commitments set in our Equality Scheme and supports the council in meeting its statutory equality responsibilities.

5. CONCLUSION

Having taken all material considerations into account, it is considered that the proposal would comply with the Council's policies and guidelines and would not cause unacceptable harm to the, the existing building, the street scene or the amenities of any neighbouring property.

It is therefore recommended that the application be **APPROVED**.

SITE LOCATION PLAN:
NW4 3YB

The Post Shop Ltd, 14 Vivian Avenue, London,

REFERENCE:

H/03469/12



Reproduced by permission of Ordnance Survey on behalf of HMSO. © Crown copyright and database right 2012. All rights reserved. Ordnance Survey Licence number LA100017674.